

NSC Today...

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The NSC is not just another service broker. We provide a solution along with the people, tools, and facilities to deliver that solution...

To Our Members and Partners...

Where did 2010 go? It seems just like a few weeks ago we were in Las Vegas for our 2nd NSC/IndEx Summit Conference and here we are now beginning 2011. What a great year it has been for our business.

From the Manufacturing community I am hearing that our end user customers are now more dependent on you the Servicer than ever before. The management teams at most of the chains that drive our overall business have said "Repair – Repair – Repair" before asking to replace. I believe this will continue through 2011 and the NSC is well positioned to help all of you take advantage of these coming opportunities.

Many of you; including our new Service Partners, have given leads for new opportunities to the Omaha office during the past year. **DON'T STOP!!** We promise to pursue each and every lead. Shari Smith (V.P. & General Manager) and I are currently working on three great new business opportunities to go along with the two new programs we will be starting in early 2011. The NSC will be exhibiting a booth at the 2011 RFMA show in February at the Long Beach Convention Center and will follow that up with a strong presence at the NAFEM show which will lead to more opportunities for our members in 2011.

In early 2011 I will also be increasing the presence of the XDX program going after Federal Funding that has been granted to public schools for energy reduction projects. This may lead to multi-million dollar contract opportunities on valve sales and service labor and provide greater visibility and success for you, our Coop, and our IndEx Buying Group. I will be contacting many of our members to help set up appointments with key Energy companies and public school contacts in your areas. This would not be possible without all of your support and backing.

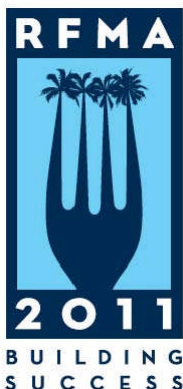
On a personal note, I want to THANK ALL OF YOU for allowing me to serve as your CEO (Chief Explanation Officer) and look forward to our most successful years; those being yet to come.

C. Wayne Best...***RFMA 2011 Conference ...***

Once again the National Service Cooperative will be displaying a booth at the 2011 RFMA Conference. This year's event will be held at the Long Beach Convention Center February 6th thru the 8th, 2011. RFMA will give the NSC the opportunity to meet with many of the Facility Directors and managers along with Project Managers of some of the top restaurant chain and food outlets in the country.

This year the emphasis for the NSC will be on the promotion of our new expanded Service Partner Network. We will also push the Program Management opportunities offered by the NSC along with our Software Asset Management Capabilities.

If you will be attending the conference please be sure to stop by and support the NSC and our other Service Partners and IndEx Vendors who will also be exhibiting: General Parts, Commercial Kitchen Parts & Service, TWC Services, Tech-24, Whaley Foodservice and FMP.





Popcake...

Breakfast Anyone?

The National Service Cooperative is proud to announce our partnership with Popcake North America. The NSC will assume responsibilities for their authorized service network, warranty administration, installation and service call center and parts distribution. Popcake's Hotel & Lodging Division just announced their agreement with Holiday Inn Express for the introduction and installation of the Popcake machine into 1,600 locations across North America for 2011. The sale to Holiday Inn Express will help market the Foodservice Division which the NSC will be responsible for.

Popcake is the manufacturer of the world's first fully automatic pancake machine for the commercial foodservice industry. The pancakes are 97% fat free, easy and quick and the unit requires minimal maintenance. The Popcake machine is fully adjustable to make up to three different sizes of pancakes and with the push of a button the first pancake is delivered in less than 60 seconds with additional pancakes coming every 15 seconds.

For more information on Popcake the revolutionary Pancake Machine please visit their web site: www.popcake-na.com

NSC Service Partner...

In March of 2010, the National Service Cooperative solicited specific service providers to join our ranks as Service Partners. We were looking for top notch companies that represented the goals and visions of the NSC. These companies were invited to our annual meeting in Las Vegas so they had an opportunity to learn about the NSC and where we were going. We are proud to say that to date we have signed up 22 new companies.

These companies are committed to our mission and have shown a great value to the organization. We are working closely with them on several national service programs and they have had opportunities to gain new customers through our efforts. We will continue to seek out some additional companies to round out our group as we are set to handle several manufacturers and chain accounts as their exclusive network. Our customers are extremely pleased and excited about our growth and the services that we are offering to them. Stay tuned for some major announcements regarding our partnerships for 2011.

IndEx Advisory Council...

The Industry Exchange Buying Group (IndEx) would like to thank the following members for volunteering to be part of the IndEx Advisory Council: Dan Price with General Parts, Bob Davis with EMR, Frank Cox with Cox Brothers and Rick White with Tech-24.

These individuals will provide to IndEx their knowledge and expertise in reviewing our current IndEx programs and any possible new programs. It is important that all of our programs are viable to our membership and with the support of these gentlemen as a part of the Advisory Board will ensure that your best interests are represented in all negotiations.

At IndEx we are dedicated to maximizing your purchasing power and cost savings on everyday operational expenses. We strongly encourage all members to provide any requests for potential IndEx Vendors to us and the Advisory Board for possible consideration.





NSC Toy & Food Drive...

This year the National Service Cooperative chose the "Open Door Mission" as our employee holiday charitable program. The Open Door Mission was founded in 1954 as a Gospel Rescue Mission whose goal is to break the cycle of homelessness and poverty in the Omaha area.

The Open Door Mission provides the basic needs and life-changing programs for the homeless and needy. They also provided the needed tools for men, women and children to become self-sufficient and independent in their community.

The NSC employees collected food, clothing and toys and they were delivered just before Christmas. We encourage all NSC members to help their communities and to give back for the blessings we have that are not always shared by others.

IndEx...Industry Exchange Buying Group

As previously mentioned in this newsletter the IndEx Buying Group had another successful conference last March. We had measurable growth in many of our Vendor Programs for 2010 and because of that success, IndEx will return to our members over \$50,000.00 in rebates for 2010 compared to \$31,000.00 for 2009.

IndEx and the National Service Cooperative would like to thank all of our supporting Vendors (see logos below) for their commitment and partnership over the years. We look forward to a great year in 2011 followed by our next IndEx Vendor Summit in March of 2012.

If you are a current member and have any questions about the IndEx Buying Group or you wish to become a member please contact Sheri Fisher at the National Service Cooperative: 800-434-7861 / sherif@nationalservicecoop.com



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